



**Galgotias University
Gautam Buddh Nagar**

SEMESTER 6

**School of Business,
Bachelor of Business Administration
(Aviation Management)**

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Under the guidance of



DECLARATION

I hereby declare that the project on “What role do influencers play in aviation marketing and tourism?” submitted to the Galgotias University is a record of an original work done by me under the guidance of Prof. _____, faculty of Aviation Management, Galgotias University.

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CERTIFICATE

This is to certify that SAHAR KHAN Admission no. 19SLAM1020039, RISHAV RAJ Admission no. 19SLAM1020058 and RHYTHM KATARE Admission no. 19SLAM1020083 students of BBA (Aviation Management) 6th semester has completed their report "What role do influencers play in aviation marketing and tourism?" under my supervision. They made this report with my complete satisfaction and as per the requirement of the course.

.....

Signature of Project in charge



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First of all, I would like to thank PROF. _____ my supervisor, for providing me with in valuable guidance in preparation of this report. Without her help and support, I could never have finished this report.

Secondly, I will like to give special thanks to my team mates Rishav Raj and Rhythm for helping me on this report without their support I could not finish this report on time.

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BBA (Aviation Management)

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What role do influencers play in aviation marketing and tourism?

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ABSTRACT

This study aimed to measure the influence of social media influencers on Aviation Marketing and Tourism.

Keywords: Social media influencer in Aviation & travel Industry.

- What is social media influencing and how it impacts the travel and tourism industry.
- Rising of destination not only to be popular but also instagammable with different experience.
- With huge scope in travel industry; hotels, as well as airlines contact the influencers for publicity among their audience.

1.INTRODUCTION

The world is changing very rapidly, every year we see a new trend which drastically impacts the market, consumers are increasingly becoming aware and vocal about what they want which can be reflected in a way in which they take decisions. The same can be seen in the travel industry, in the last few years **social media influencers** have influenced a lot of travel decisions taken by consumers and they are reshaping the travel and tourism sector as we speak.

As we all know that visual appeal works way more than any blog, **social media influencers** have understood this and they show their audiences what they want to see. More than visiting the place, the audience is more excited about going to a similar destination visited by their favourite social media influencers and click similar sorts of pictures.

As the value of social media influencers continues to grow and evolve, so



too are the number and ways in which travel brands partner with influencers to plug their products. From blockbuster campaigns featuring influencers with millions of followers to more targeted approaches, travel suppliers are embracing influencers' reach and sway.

Working with influencers is a wonderful way to reach new audiences on a personal level and convey a relatable, authentic point of view. With the advent of new tools like Instagram Stories, YouTube vlogs and Facebook Live, People are able to leverage influencer relationships to share real-time moments aboard the ship, giving audiences a peek at what the experience is truly like.

2.METHOD

Research Design

For this research related to (aviation) tourism marketing, one of the important variables was understanding which factors affect tourists was destination image affects a tourist's decision-making, such as by which destination they choose to visit, their perception of the destination, and their future intentions. In addition, social media influencers have a positive effect on destination image, brand image, and purchase intention.

Population and Sample

The population for this research was followers of social media influencers. The convenience sampling method was used to obtain the research sample, tourists who like social influencers work and follow them fir better recommendations in order to get better experience and enjoyment. Both quantitative and qualitative data, as well as both primary and secondary data sources were used.

Operational Definition and Research Variables

Since the current research relates to Aviation management, the research variable was measured directly, but through observed dimensions or indicators. In this research, the indicator or dimension was determined by

the respondent's perception of the destination image, trip quality, value, and satisfaction, and by their behavioural intention, as obtained from the distributed questionnaire. Each of the presented variables was measured by observing the indicators presented in the questionnaire, using a particular scale.

Data Collection Method

The data-collection method was interview and focused group. The sampling method used was a convenience technique in which the respondents were chosen based on the criterion of liking certain Social media influencers.

Data Analysis Method

The data analysis method used in this research was a structural equation model (SEM), a multivariate statistical technique combining factor and regression analyses (correlation) to examine the relationship among the variables presented in the model, either between the indicator and the construct, or between the constructs. The SEM research method can evaluate an interdependent relationship. There are seven stages of modelling with this method:

- (1) Developing the model based on a theory
- (2) Preparing the path diagram
- (3) Constructing the structural equation
- (4) Selecting the input matrix and model/estimation technique
- (5) Assessing the possibility of problem identification
- (6) Evaluating the usefulness of the criteria, and
- (7) Interpreting and modifying the data.



3.SOCIAL MEDIA

Social media marketing

We're living in a digital age where every aspect of our lives is influenced by technology. Of course, business and marketing is no exception. As such, it is impossible to succeed in business without the help of digital marketing. Social media apps are one of these digital technologies and perhaps the most sought after of them all. Around 50% of people in the world have an active account on one of the social networks. This has provided businesses with an unrivalled opportunity to build brand identity and boost their sales.

However, marketing on social media is not such an easy task. You need to build a social media marketing strategy with smart goals to gain followers and direct them to the sales page. There are a handful of techniques that help brands increase their awareness and reach a high return on investment (known as ROI). Among them, influencer marketing is very different and effective.

Influencer marketing

With people paying attention to what influencers say or suggest, many brands try to collaborate with them. Social media has provided this chance for everyone to draw social attention and gain fame. There are countless social media users who try to appear different in a certain field in an effort to get more followers.

On the other hand, brands and marketers have found it easy and cost-effective to take advantage of influencer marketing. Many of them have reported a significant ROI for their influencer campaigns. So, a profitable market has emerged for influencers during the last decade. For example, Social media says that there is a trend of selling Instagram accounts and that this is going to skyrocket. Niche influencers are at the core of this billion-dollar business and many brands try to make them their company's advocate.

Tourism influencer marketing

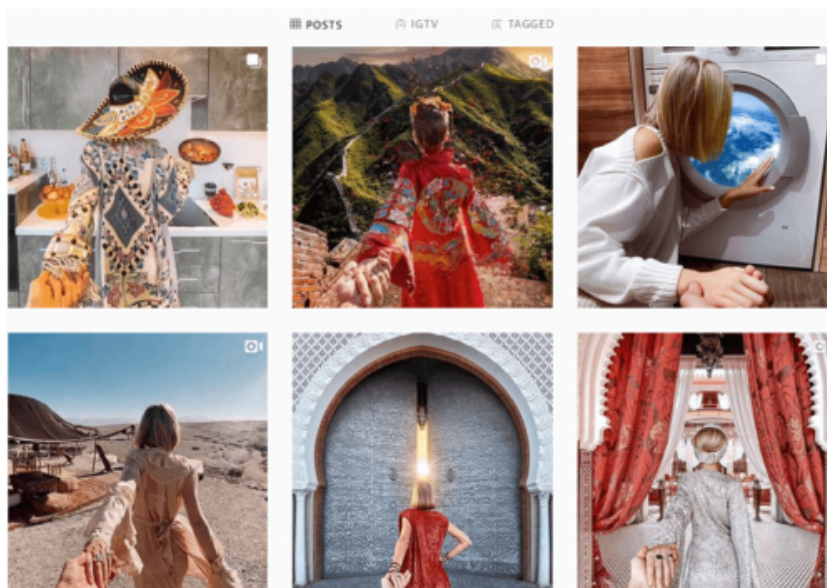
The tourism industry is one of those niches that are heavily affected by influencer marketing. Instagram in particular, plays a pivotal role in this trend and has, therefore, gained the attention of both influencers and business owners alike.

A variety of multimedia-based features of Instagram such as posts, stories, Live, and IGTV have made it unique among the alternatives. It provides travel influencers with exactly what they need: a high-resolution social appearance.

So, influencers provide travel content to inspire social users to travel to where they suggest. On the other hand, tour owners and other businesses related to travel try to collaborate with influencers to harness their impact. To know how much travel and tourism are important in the eye of social users, it's good to look at the profile of some travel influencers. Here are several of the top travel influencers on Instagram:

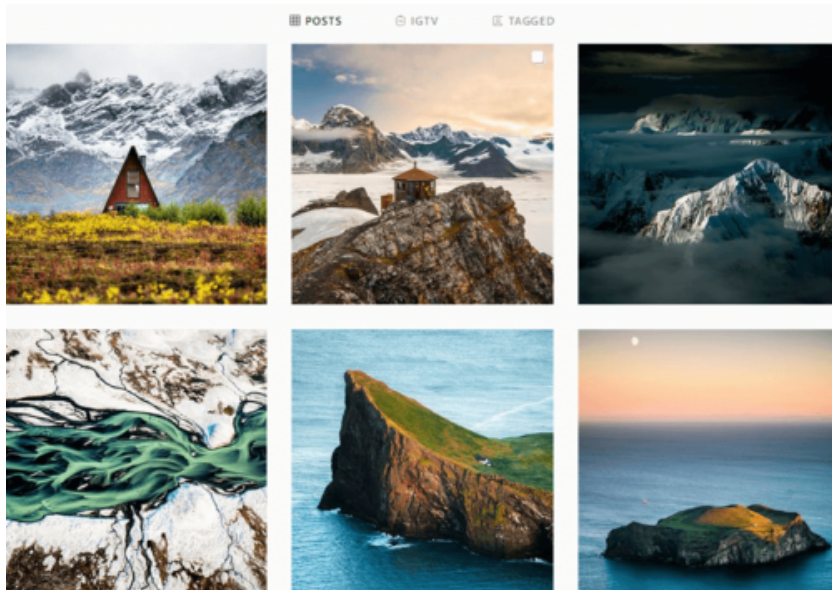
[@muradosmann](#)

Murad Osman has about 4 million followers and is one of the most famous travel influencers on Instagram. Forbes has mentioned him as a top travel influencer in 2017. He has invented one of the most used themes in traveling. In a lot of pictures, his partner has taken his hand guiding him to breath-taking scenery.



@chrisburkard

Chris Burkard owns a phenomenally successful Instagram account related to travel. Photography is his expertise and he also works as a speaker and director. His account on Instagram is a must-see profile with around 3.5 million followers.



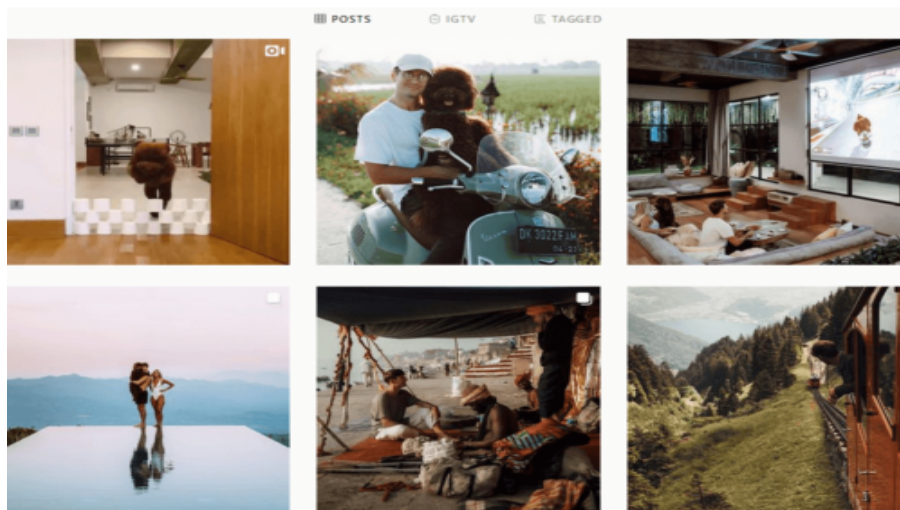
@izkiz

Jennifer Tuffen is a diver and a British travel influencer on Instagram. She is familiar with a variety of nations and cultures.



@doyoutravel

Jack Morris has had the chance to experience every region of the world and is one of the best choices for travel influencer marketing. He is actually a professional who has been able to gain more than 2.7 million followers on Instagram. He has worked with Airbnb, Uber, Royal Caribbean, and many other brands.



How does this process work?

These **social media influencers** click their pictures with the help of readily available filters that make these pictures look more appealing and aesthetic. By doing this the picture looks more visually captivating and hence it makes no difference whether you are in Sri Lanka or the Maldives. This leads us to a feeling of imitation between social media influencers and their followers which can be seen quite evidently. These followers do not want to travel differently but just want to come close to what the influencers have posted and hence visits the same places. These influencers click photos in the most photogenic places and promote the **top travelled place** with the help of the same. They discover every hidden nook and corner of a particular destination that is picture friendly and posting the same on social media encourages their followers to do the same.

Followers of these influencers don't just want to come close, but also want to become like them. This can be done by using similar products, visiting similar places, and also using similar filters for the photos. Influencer marketing encourages the behaviour of imitation. The audience looks

forward to being like their idols. Social media influencers say “travel like us, maybe we can meet at a certain place!” and this is exactly what travel partners such as airlines and hotels expect from these influencers.

For example, the concept of “room tour” is getting increasingly popular among influencers and their audiences. The influencers show the rooms they are residing; in which also documents their experiences of luxury, comfort, and hospitality provided by these hotels. This in turn encourages and appeals to their audiences and they want to get similar experiences by visiting such fancy hotels.

What do you mean by “INSTAGRAMMABLE places”?

We all agree to the fact that in recent years Instagram has become one of the most powerful social media tools for a travel influencer. In the same context the word instagrammable or Insta friendly has become increasingly popular, but what does this word even mean? To start, a picture is instagrammable when it works on Instagram and that picture gets a lot of likes, comments and also gets few more followers for the influencer. Certain hotels have special areas created just for clicking pictures or the influencers discover these places on their own. It is not just about finding the most interesting places; the point is the photo must have the potential to be successful and viral on Instagram. So it is not merely about encountering something new or experiencing something unique.

Popular destinations among influencers:

Now a day’s influencers love destinations that are luxurious and offer opportunities to explore wildlife and sporty adventures like sky diving, scuba diving, snorkelling, unlike old times like visiting places majorly for their cultural and historical significance. People want to visit places that are presented well and also where one can present themselves well, hence places like Dubai, Thailand, Singapore have become increasingly popular among influencers and travellers alike.

Talking about how influencers have to lead to an increase in the bookings and demand for business class flight tickets, it can be attributed to influencers showcasing how luxurious travel can be which leads to a desire in their audiences to travel in the same and lead a similar lifestyle. This has led to an increase in the revenue of these airline companies and also led to a shift in the way they promote their business and services. Many airlines like Emirates, Lufthansa, and Air India promote international travel

and have also increased their Business class seating capacity due to an increase in the demand for the same.

There has been a shift in the marketing and promotional activities undertaken by the hotels, products, etc. The emergence of social media has forced them to be active on these social media platforms and promote themselves as a big chunk as their target audience are present on these social media platform. We see a lot of companies do a promotional post with influencers where they invite these influencers to come and stay with them for a few days and they also make sure that the influencer's accommodation, travel, and food expenses are covered by the companies. All that an influencer needs to do is post stories and Instagram posts by tagging the company and using hashtags which leads to an increase in awareness about the company as the followers of these influencers get to experience the superior quality of services provided by these companies and instils a desire to visit the same. This benefits the company in two ways that are firstly an increase in the social media presence of the company and secondly the rise in footfall of the consumers leading to higher profits.

Let us talk about few examples where influencers have led to a great impact on business operations of the destinations, hotels, and airlines.

- A few months ago a very famous YouTube vlogger is known as flying beast aka Gaurav Taneja travelled to Jaipur where he resided in a luxury hotel named Fairmont Properties, since the last few years Fairmont has invited a lot of influential people and has offered them stay in their hotel which has led to an increase in footfall of other guests who wish to live like kings of Jaipur as the hotel is built on the palace.
- Taneja along with his family was offered the king suite. The vlogger documented his entire stay from the very first day which included the grand welcome with traditional instrumental music and tikka ceremony. He also captured and shot in every nook and corner of the property which also helped the viewers understand how gigantic the property is. He shot his stay in a set of three to four videos which effectively captured the various kinds of amenities provided by the hotel.
- The videos on an average got around two million views per



video, which makes it a total of eight million views for the entire series. This shows a massive impact that only one YouTuber could make by documenting his stay. This led to a positive impact on Fairmont Properties sales figures as well as its awareness.

- One of the most popular examples of a destination that has benefited from these influencers and YouTubers is the Union Territory of Leh and Ladakh. Since the last few years, Ladakh has been one of the most hyped and documented locations among the influencers and YouTube community. Most of this hype can be attributed to difficult terrain, the highest motorable road, the highest post office, Pangong Lake where the most iconic movie 3 idiots were shot, and also due to the picturesque beauty of Leh and Ladakh.
- The last five years have very positively contributed to the development of Leh and Ladakh as a large number of tourists and influencers has forced the government to invest money in developing the Union Territory. This has not only improved the roads but also the connectivity to other states, even celebrities find this destination fascinating and visit it regularly.
- The recently constructed Atal tunnel has improved the connectivity to Jammu and Kashmir and reduced the traveling time significantly. Most bikers who love off-roading visit these places on their superbikes; the example includes J's films, Mumbaier Nikhil, and also one of the Bollywood's renowned personalities who is also a petrol head Kunal Kemmu.
- Talking about the impact of such influencers a lot of hotels have come up recently and the level of quality of hotels and the hospitality they offer has increased. Even the telecommunication services have improved. The local government has realized the potential these places have and are trying to improve the place so that more tourists visit these places regularly. So this has not only affected economically but has also led to a positive change when it comes to local lifestyle and development.
- The worth of the Indian travel industry is 71.53 billion US\$. Social media has changed the procedure of selecting visitor goals. There are huge numbers of social media clients in India as web entrance and information speed develop at a quick rate. There are parts of potential sightseers who search online travel



data.

- The social media influencers promote different goals through utilizing productive showcasing instruments. The discernment of travel products makes the intellect of potential clients. The social media stages are utilized by travellers to search plan and share travel stories through blogs and visuals.
- Social media influencers play an important part in making mindfulness approximately a specific goal. A single social media post by an influencer can lead to exponential deals. There are three components of social media communications such as client produced substance, firm-produced substance, and social media platforms. Facebook and Instagram are the most preferred social media platforms among the influencers and users.
- Because of social media influencers, traveller's behaviour is changing at a rapid pace. The hospitality business may use social media to better identify client demands and provide information to them. India's tourism business is experimenting with innovative approaches to entice potential visitors.
- Tourism demand and supply are heavily influenced by social media. Potential tourists communicate directly with travellers who have visited the region and have first-hand knowledge of the area. Visitors engage with one another at a cheap cost, and social media networks reach a better level of efficiency.
- As social media is overloaded with information, influencers play an important role in attracting potential clients. Through word of mouth, social media helps to raise brand awareness among customers. In the tourism industry, social media influencers are employed to generate global publicity.
- By viewing the influencer postings, visitors are inspired to plan their journey. Posting visuals of the destination enhances the destination's image. The social media influencer is attempting to tap into a niche demographic of young travellers. As the number of visitors grows, so will the number of social media influencers.



INFLUENCERS REBUILDING CONFIDENCE IN AVIATION INDUSTRY.

With travel restrictions and quarantine rules changing on an almost daily basis, leisure travellers' confidence in the aviation industry is low. There's no way airlines can guarantee that customers who book with them will be able to travel to and from their holiday destinations, especially without having to quarantine on their arrival or return. However, as travel restrictions (and quarantine requirements) begin to ease, rebuilding confidence in [the health and safety standards of airlines will be crucial](#).

Travellers will be looking for information that reassures them when booking holidays, and with 48 percent of people saying [social content from a celebrity or influencer has sparked their interest in traveling to a specific location](#), it is likely that influencers will play a key role in helping airlines to get back on their feet.

Aviation influencers

When you think of travel influencers, what do you think of? Most of you probably imagine a group of charismatic, beautiful people in some of the world's most exciting and luxurious locations. You're possibly picturing spotless white beaches and Instagrammable cafes that quickly become victim to [over-tourism](#) as millions of social media users flock to visit before everyone else does.

What you're probably not imagining are meticulous reviewers who often spend their own money to give their audience a real insight into the pros and cons of various airlines, aircrafts and lounges...

Aviation influencers take pride in educating their audiences on the flight experience. The airlines that are able to leverage their influence will likely have an advantage once the industry picks back up. Aviation vlogger will be the first to take to the skies when restrictions are lifted (some already have), and their videos will be watched by thousands of eager travellers as they try to decide which airlines to book their next trip with.

Transparency is key

Influencers often get a bad rep for being less than transparent with their audience. But when it comes to having a real impact on people's spending habits, transparency and trustworthiness are key. In fact, some influencers prefer to spend their own money on products and services (and earn an income elsewhere) so they can share brutally honest reviews with their



audience.

“Often, passengers seek unbiased opinions before booking travel. They may not always trust airlines to give them a true reflection of what to expect and instead seek third-party input,” says [Jeb Brooks](#), a travel vlogger with 166,000+ subscribers on YouTube.

“My choice not to accept free travel from airlines guarantees millions of potential passengers my unbiased, unvarnished perspective. Viewers of videos like mine want an overview of the entire passenger experience and honest opinions. These videos help passengers spend their money the way they want to.

“Airlines that embrace this kind of organic marketing will set themselves up for success as we come out of this pandemic.”

Sam Chui, an aviation and travel blogger with 2.2 million+ subscribers, also feels transparency is key when it comes to encouraging people to take to the skies again.

“I think it is very important to be transparent, to show the reality of the product to viewers and potential travellers. Communication is very important to set the right expectation of customers.

During COVID, a lot of airlines have removed meals, pillow and blankets on board. This was seen as cost cutting move but in fact it is also the requirement to satisfy many regulatory authorities in order to continue to fly to a particular country. It happened on my Lufthansa flight to Dubai. It is important for airline to be transparent and communicative to the passengers about these changes to build the right expectation.”

Rebuilding confidence in aviation

The flight experience has changed dramatically over the past six months, and aviation influencers are there to keep their audience’s informed on what to expect if they do travel. As they speak so directly to travellers, they can also play a key role in advising airlines on what travellers want and need in order to travel again.

Josh Cahill, an award winning airline vlogger with 311,000+ YouTube

subscribers, believes it is important that airlines don't use COVID-19 as an excuse to scrimp on the passenger experience.

"As a flight reviewer my role has changed significantly. Not only do I have to show my audience that flying is possible, and very safe at the moment, but I also have to remind the airlines that they can't sacrifice too intensively on service.

There is a thin line between using the current pandemic as an excuse to cut costs and providing your customers with a safe flying experience. The industry will recover eventually, but the post-COVID demand won't be as high as it was.

"Giving your passengers the feeling that they still get something in return for the money they spend is very essential in these difficult times. The real struggle will start when we return to normal and governments won't bail anyone out."

Jeb believes bringing passengers behind-the-scenes, and explaining why changes have been made to the passenger experience, will help airlines to encourage people to book with them.

"Over the next few months I'm looking for airports and airlines to partner with in order to bring attention to the steps they're taking to ensure passengers can fly confidently and safely. I've already got several videos in the works to accomplish this goal and am looking forward to more.

"It's unfortunate that aviation got such an unfair reputation during these times and I'm confident that creators like me can help passengers get more comfortable returning to the skies," says Jeb.

"Travellers' desires to get out and explore the world haven't disappeared. They're just hibernating. It makes even more sense now than ever to embrace influencer marketing to prepare for the return of air travel. Every day I receive comments, Direct Messages, and E-mails from travellers planning their first flights. And, when they do return, they're going to look to video from unbiased creators to decide how to spend money and satiate all of that pent-up demand.

"By allowing independent, third-parties to share behind-the-scenes explanations and actual inflight experiences, airlines can prepare themselves for the return of air travel."

The return to air travel is beginning, and as more people begin to book trips for a late summer getaway or winter break aviation influencers will only become more important. The airlines that are savvy about influencer marketing will reap the rewards, and a relationship with a trustworthy aviation influencer could provide benefits for years to come.

Influencers To Save the Future of the Travel Industry.

Many industries have been impacted by the global outbreak of COVID-19, including the travel industry. Hospitality and tourism have been crippled by stay-at-home orders and the many unknowns about how this disease is spread. However, as orders are lifted and life begins to resume with small levels of normalcy, social media influencers could be the heroes to save the travel industry.

With both in-state and out-of-state travel starting to pick up, state-specific travel and tourism agencies are faced with an overwhelming task of standing out from other destinations. These agencies will need to make strategic decisions on how to present themselves in order for promotional messages to stand out amongst geographically specific audiences.

Developing an influencer marketing strategy that positions social media influencers at the forefront with safety messaging can cultivate perceptual awareness around a specific destination. Travel influencers are professional when it comes to creating interactive and engaging content that drives not only impressions and awareness but engagement as well.

“I really love summer beach vacations and oftentimes find myself visiting beaches in Florida, California or Mexico. But not this year with COVID,” shared Jane Ko, an Austin-based food and travel blogger. “Earlier this summer I made an in-state road trip from Austin to Corpus Christi to enjoy the beaches there and I stayed at a new beach condo for three nights. I posted to Instagram stories during my three-night stay which led to the property then being booked out for the month! “For many marketing professionals in the travel, hospitality and tourism industry, the immediate hurdle is to inspire safe travel and to ensure guests feel comfortable with, and respect, the new safety protocols in place. From wearing masks to limiting the number of guests, social media influencers can share their experiences to help inform and put their audiences at ease. Additionally,



influencers will play an important role in helping potential travellers understand what local businesses are open and which remain closed.

“In September we used our proprietary surveying technology and asked nearly 300 influencers within our platform about their opinions related to in-state travel,” explained Jamie Reardon, CEO and co-founder of Find Your Influence. “What we learned is that there is an overwhelmingly positive interest for in-state travel, specifically with Millennials and Gen Z.”

The survey referenced by Reardon also highlighted that eighty percent of the respondents would either prefer to fly or had no preference between flying or driving to their destination. Further, the data shows that influencers are ready to leave 2020 behind and begin traveling and exploring once again.

According to a recent story published by The Drum, Three-Quarters of Brands Have Upped Their Influencer Spend Despite Pandemic. With such an increase in spend in this marketing pillar, it proves that consumers are leaning in and listening to the powerful voices of influencers. According to some reports, the influencer market is expected to grow to \$15 billion by 2022. With that valuation, it's a fairly simple connection to make that influencers can save the future of travel.

“We've recently seen automotive brands partner with influencers to demonstrate how to safely travel in-state and discover parks or destinations they've never made a priority to visit,” said Reardon. “As we learn more and progress through this pandemic, travel influencers won't immediately be posting those beautiful beach images but instead showing how they are following the safety measures at airports, in hotel lobbies and while visiting various points of interest.”

In early October, lifestyle and travel blogger Alicia Tenise was a panellist during the virtual Women in Travel Summit. Tenise spoke to the importance of casting diverse influencers within all influencer marketing campaigns. “Travel brands are really starting to ramp up again!” Tenise shared. She also referenced her excitement to see so many travel brands participating in the summit from international resort properties, to travel review websites and even city-focused tourism groups.

Influencers can save the travel industry when brands recognize the value of long-term partnerships. If a Texas-based influencer enters a longer-term

partnership with a Texas destination, they can post on-going content throughout the term of the agreement to demonstrate their continued trust and loyalty. As audiences see those long term partnerships, they understand that the influencer is truly committed and stands behind the brand.

STRATEGIES TO WORK ON.

Just like any other career, influencer marketing also has its techniques. Both business owners and influencers need to take care, and be aware, of their message. Being responsible for what you say and suggest is the first and most important thing to remember in an influencer campaign.

Here are several other tips that can help boost your travel influencer marketing.

Informative content is paramount

Influencer marketing is introducing unknown destinations by bringing them to the public eye. This is an unprecedented trend during the history of traveling in which everyone in the world can broadcast their travel preferences.

If you want to gain fame as a travel influencer, you need to provide social users with something new. You need to create compelling content about exploring little-known places and encourage social users to discover these new destinations for themselves. Provide them with new information about different regions and become an expert in this field.

Instagram themes work miracle for travel influencers

Instagram feed themes have recently drawn the attention of many social users, especially influencers. A theme makes your feed stylish in terms of color, content, and arrangement.

Travel influencers need themes more than other users because they have to attract the attention of visitors with the first glance. A consistent, visually appealing feed on Instagram will certainly influence social users and increase followers. So, try to define a certain style for yourself and use it in all posts.

Engagement is a must

Apart from good content and a stylish appearance, you need a friendly relationship with your followers. Keep in mind that this is social media, and it's not only for business. Make sure you're not too promotional in the eye of followers because they might unfollow you and this can dent your reputation. Interact with your followers and use their comments and feedback in your posts. Try sharing user-generated content to save time and get higher engagement rates.

Luxury is a trend

Spending on luxury is wildly growing throughout the world. Traveling is certainly no exception and many people are increasingly willing to spend their vacation on expensive villas or posh hotels.

Searching for luxury experiences is also facing a trend on social media. So, providing this kind of content will attract the attention of many social users. Although this can be a little expensive, you have no choice if you want to get maximum exposure to this particular market.

It's all about trust and authenticity

Influencer marketing can't work unless you make social users believe that your campaign is authentic. The more natural, the better. Due to a lot of reports regarding defrauds in influencer marketing, you need to be careful in your strategies. Gaining the trust of social users is the most important task you need to take care of during any influencer campaign.

4.RECOMMENDATIONS

Based on the research results, social-media influencers are one form of promotional media that must be built positively to improve the destination image and brand image of a tourist destination. Managers of tourist destinations should pay attention to a pleasant and pollution-free environment, especially if they want their business to be an established ecotourism destination. In addition to these two indicators, based on the results relating to the tourism destination, management should also pay attention to promoting interesting tourist attractions that can entice tourists to visit. Furthermore, a good tourism-support infrastructure should also be organized. The whole package makes a tourist destination be seen as unique and exotic in the eyes of tourists. Additionally, management should consider several indicators related to quality, track record, and reliability of the destination, so that the attributes and benefits of a region be consistent with tourists' expectations. This should be done in order to improve the brand image of a tourist destination and provide a positive experience. Finally, by leveraging destination image and brand image, social-media influencers can have a positive and significant influence on purchase intention. Forming a positive image and creating a high perceived value will increase tourist satisfaction. In so doing, return visits and word-of-mouth promotion by tourists will increase.



5.CONCLUSIONS

The research clearly explains to us the mass impact of social media Influencers on the current travel industry and also consumer behaviour. Travel influencers help in taking the customers from the consideration stage to the conversation stage which is very important in today's Aviation and tourism industry. Hence following trends and continuing to improve and innovate in social media is what is required from the industry. The developing nearness of social media influencers is progressively balancing customer conduct within the travel industry. Believe may be a crucially critical point in influencer and tourism promoting and is mindful for making and keeping up fruitful long-term connections between organizations and buyers. To effectively impact the choice-making process, travel influencers must hold a dependable and conscious relationship with their group of onlookers to reinforce the ties between themselves and their followers. Also by providing various offers in regards to a particular influencer, will encourage the audience to visit that place. In today's evolving marketing landscape, influencer marketing is a viable option to consider. Influencers have a captive audience and can give your company the boost it requires. The importance of influencer marketing and its role in the travel industry is evident. Travel influencers on different social media platforms (Instagram, YouTube , Facebook etc.) have millions of followers, which highlights that all tour and activity operators need to think about collaborating.



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